

ABSTRACT

ESTABLISHMENT OF CONSUMER PURCHASE DECISION BY WORD OF MOUTH, COUNTRY OF ORIGIN, DESIGN AND FEATURES (STUDIES ON OPPO SMARTPHONE PRODUCT)

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The purpose of this research was to find out and analyze the influence of word of mouth, country of origin, design and features on consumer buying decision in OPPO smartphone product. The type of this research is survey research, and the population is 50 respondents of Tanjung Senang, Bandar Lampung whos wear OPPO is brand smartphone. Technique of this research nonprobability sampling with accidental sampling method and analized using multiple linier regression. The result show that partially two independent variables which word of mouth and features have significant influence on buying decision of OPPO smartphone. Meanwhile, country of origin dan design has no significant effect on buying decison. Simultaneously, the four independent variables together have significant effects to dependent variable. Conclusion: word of mouth and features have significant influence on consumer buying decision in the OPPO smartphone product.

Keywords: *Word of Mouth, Country of Origin, Design, Features, Purchase Decision.*